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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

August 26, 1944 No. 73

SECRETARY WICKARD appeared before the House Special Committee on Post-war Economic Policy on August 23 and as a part of his testimony outlined what he believes should be the dominant aims of agricultural policy after the war. He discussed these aims under these headings: Full production at maximum efficiency; equal living standards for farm and city families; equal protection for all types of farmers; soil conservation and improvement; conservation and improvement of forest resources; encouragement of the family sized farm; retirement of sub-marginal land and reclamation and cultivation of potentially good farm land; and improvements in the marketing of farm products. In the conclusion of his testimony the Secretary sounded a warning against any belief that there can be any sizeable back-to-the-land movement after the war. "I am afraid", he said, "that a good many people have the idea that there will be places in agriculture for millions of returning veterans and persons who leave war plants. . . A substantial number of our men now in uniform came from farms. That number will be about sufficient to fill the gap left when women, children and older farmers drop out of farm work after the war." If you do not have a copy of this testimony, it can be obtained upon request from the USDA Office of Information.

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WAR FOOD ADMINISTRATOR JONES also appeared before this Committee on August 25. He highly praised the American farmers and ranchmen who have done such a magnificent production job since the beginning of the war. In talking about the opportunities we shall have after the war for developing our vast resources of land and water the Administrator mentioned soil conservation first. "I have mentioned soil conservation first," he said, "but starting with the soil, other developments naturally flow from and become part and parcel of the undertaking. These include the proper use of water; the construction of large and small dams; rural electrification; decentralized industrial development; highways and other forms of transportation; and individual home ownership. They are all closely linked." With reference to the disposition of lands that have been acquired by the Government for military purposes, he said: "It is our earnest hope that Congress will make sure that the good farm land to be released by the Government is used for encouraging the family-sized, family-operated farm ideal of America, which has been the foundation rock not only of our agriculture, but our entire nation. But whatever is done, whatever plans we may make, or whatever genius we may possess, our nation must perish unless we take care of the soil. The soil is our natural heritage. Wisely used, its value, its life-giving strength, its productivity, are ageless." A copy of the Administrator's testimony will be sent you upon request.

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SAVE A LIFE--Pick Pods for Victory, are the catch lines on a 11 by 14-inch, multi-colored milkweed poster which is being sent out this week to State milkweed project representatives for distribution largely to schools in the 29 states where there is milkweed to be harvested.

PRODUCTION GOALS AND PRICE SUPPORTS . . . . National estimates and recommendations regarding cover crop seed for fall planting, along with price support data on these crops for 1945, have been sent to the various states through War Board channels with the request that individual State goal figures, established in the usual manner by State committees, be returned to Washington within about 2 weeks. Also, production goal committees having to do with major commodities, including livestock, are now studying national requirements for such commodities in the light of production capacity for them preparatory to establishing the production pattern for 1945. Upon approval of the various commodity-committee recommendations by the over-all goals committee, such recommendations will be sent to the states for the final word as to goals for each state. The goals data from Washington are scheduled to go out between November 20 and the middle of December.

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USDA CLUBS HELP WITH HARVEST . . . . Thirty members of the East Bay USDA Club at Berkeley have volunteered to help process the State's fruit and vegetable crops and 40 members have already performed farm work such as picking strawberries and thinning and picking apricots. And the USDA Club at Detroit, in an effort to promote participation in volunteer farm labor, invited a local housewife to tell of her experiences in helping to pick Michigan's bumper crop of cherries. For the information of other USDA Clubs, the Detroit Club reports that this was one of the most interesting features of their July 28 meeting.

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AGRICULTURAL PROGRAMS ON RADIO . . . . During the week beginning August 21, OWI's Domestic Radio Bureau scheduled war messages on 364 network and national spot programs and a total of 43,365 announcements on 893 U. S. radio stations in behalf of 18 different war information campaigns. The circulation obtained for these campaigns, in terms of "listener impressions", is estimated at 531,150,000 of which 114,700,000 are on Crop Corps, 25,750,000 on Nutrition, 4,700,000 on Eating Wisely, 4,600,000 on Milkweed Floss, and 1,550,000 on food in general.

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MILK PRODUCTION PROGRAM FOR 1945 . . . . On September 13, representatives of the Dairy Industry Committee, WFA, and the Department will meet to consider a draft for a slightly revised 8-point milk production program for 1945. At an earlier meeting of these representatives the concensus was that the current program was essentially sound and that with some modification should be continued.

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AGRICULTURAL LEGISLATION . . . . August 22, the House passed a bill providing for disposition of surplus war property under the supervision of a Surplus War Property Administrator who would have rather wide latitude in carrying out the provisions of the bill. On the same date the Senate Military Affairs Committee reported a bill which would provide for disposition of such property under the supervision of a Surplus Property Board except that it authorizes the War Food Administrator to dispose of surplus agricultural commodities.

ECONOMIC STABILIZATION . . . . A recent BAE survey reveals that the price of land has increased above the 1935-39 value. In the Corn Belt, prices have risen about 50 percent since that period. The volume of land sales is at an all-time high, greater even than during the 1919 boom period. The survey shows that most farmers still do not expect a serious land boom and are opposed to any great increase in land prices. Some remember the disastrous consequences of the land boom that followed the last war and fear a recurrence of it. As yet, however, not many view the present situation with alarm. Despite the large amount of cash being used to purchase farms, heavy debts are being built up on a significant number of farms as a result of sales. Because of the number of sales more people went into debt in 1943 than for any year since 1920. This all points to the fact that value increases are likely to continue until seriously inflated levels in many areas are reached. The economic stabilization program is designed to prevent another disastrous boom. A fact sheet giving background information and suggesting means of control is being prepared.

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The SCHOOL LUNCH PROGRAM will be discussed on the Farm and Home Hour September 2 by Wm. C. Ockey of OD's Civilian Foods Requirements Branch and Connie B. Gay of the USDA Radio Service. On the same program, Assistant Secretary of Agriculture Chas. F. Brannan, Assistant FSA Administrator Jesse Gilmer, and Connie Gay will talk about "Water for All". A 4-minute transcription on the 4-H Club program in Alabama will also be heard.

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USDA PRESS RELEASES . . . . Lend-Lease purchase report for July, 2987; WFA to buy more dried eggs, 2988; Spain to sell 3,000 tons of olive oil to U. S., 2991;Butter set-aside for September, 2998; Statement by Secretary Wickard before the House Special Committee on post-war economic policy, 3005; "A" awards announced for food plants, 3012; WFA places pork under set-aside, 3013; Rural war areas rehabilitation to be discussed, 3014; Statement of Marvin Jones on post-war economic policy and planning, 3015.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE . . . . OPA plans food price educational program--OPA-4687; Lettuce price increases--OPA-4688; Ceiling prices established for 1944 crop of farmers' stock peanuts--OPA-4692; Price Administrator issues statement on reconversion--NB-2724; OPA broadens price panel program--OPA-4696; Processors' ceilings for 1944 pack of canned peas--OPA-4691; Total value of farm machinery produced during July up 51.2 percent above monthly average--WPB-6317.

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TO STRENGTHEN ONION CAMPAIGN . . . . Plans are under way to promote greater use of onions early in September, particularly in the West where the supply is expected to be particularly heavy. A fact sheet on this will be available shortly.

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FALL CARE OF THE VICTORY GARDEN will be discussed next Friday by Moore and DuMars on the Blue Network's Victory Garden program.

TRUCK CROP NEWS, as officially reported by BAE on August 21, says that hot, dry weather in most of the important summer and early fall producing sections of the country was quite unfavorable to proper development of commercial truck crops. If you need current information on the condition of truck crops, by crop and area, you can get a copy of this report from BAE in Washington.

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FOOD PRESERVATION, prehistoric and modern, will be dramatized on CONSUMER TIME'S September 2 radio show. Listeners will hear about the "World's Largest Ice Box" -- the Government's food storage cave in Kansas. Two booklets will be offered to those who write to Consumer Time for them, one on "Home Drying of Fruits and Vegetables", and another on "Food Storage at Home."

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FIVE NEW BLUE STAMPS DUE . . . . OPA has announced that five more blue stamps--G5, H5, J5, K5, and L5--will be valid for buying rationed processed foods beginning September 1 and will be good indefinitely. Each stamp will be worth ten points.

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PRICE ADMINISTRATOR BOWLES will talk about what might happen to farm prices when the war ends over the Blue Network next Thursday evening at 7:45 p.m., EWT.

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LET US KNOW if we can increase the value of this Information Calendar to you. Would you prefer more complete coverage on the items that are included? Would it be better if it reached you at a different time of the week? What information would you like to have that the Calendar does not cover. Send your suggestions to the USDA Office of Information.

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